

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Pressure Chemical Co.

Catalyst Connection

Pressure Chemical Enhances Web Site To Improve Market Visibility

Client Profile:

Pressure Chemical Co. provides process development, piloting, and custom manufacturing services to manufacturers employing sophisticated materials in their products. The company also offers a line of fine and exotic chemicals for research and semi-commercial applications. Located in Pittsburgh, Pennsylvania, the company employs 40 people.

Situation:

Pressure Chemical Co. (PCC) relies on its Web presence for market visibility. Unhappy with the quality and cost of its original website, the company found a new host and engaged Catalyst Connection, a NIST MEP network affiliate, to assess the design and recommend areas for enhancement.

Solution:

Working with PCC employees, Catalyst Connection performed a quantitative evaluation of PCC's site based on industry-specific benchmarks. Catalyst Connection identified technical areas for improvement encompassing its look, functionality, and search engine visibility and made detailed recommendations for the company's site.

At the conclusion of the project, PCC moved forward with the planned enhancement of its site, including Catalyst Connections' suggestions for improving its aesthetics, user-friendliness, interactivity, salesmanship, bookmarkability, and visibility. In the months following implementation, the number of hits the site receives has nearly tripled.

Results:

Made substantial improvements to corporate website.

Tripled number of site hits from 565 to 1,597 a month.

Improved market visibility and perception.

Testimonial:

"More people are coming to see our site and we've identified some new prospects. Catalyst Connection was very knowledgeable and provided some good tips. We're very pleased with our engagement with Catalyst Connection."

David Bird, Vice President of Finance

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